

## **Paradowski, Reginald**

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**From:** Biermeier, Anna  
**Sent:** Monday, September 24, 2007 10:29 AM  
**To:** Paradowski, Reginald  
**Cc:** Bernander, Paul; Rondou, Mary  
**Subject:** FW: Special license plates

Reggie,  
Since Paul isn't in today, I'm forwarding this to you directly. Could you please turn Carson's memo (below) into a one-pager in bullet format to use for Sec Office. Please feel free to revise as needed to fit new format or because you have additional ideas.

Please share draft with Paul, Mary, and me.

Thanks.

-----Original Message-----

**From:** Judd, Lynne  
**Sent:** Monday, September 24, 2007 9:36 AM  
**To:** Frazier, Carson; Biermeier, Anna  
**Cc:** Fernan, Patrick  
**Subject:** RE: Special license plates

I will give Dave and/or Ben a call to discuss sometime today. Chris is out until Wed. With the SO, we need to start with him, which I will try to do on Wed or Thurs..

For that, I'd like a DMV-internal fact sheet in bullet form, rather than a memo, and would like to review it before talking to Chris.

This bill has not been introduced and we have not yet been asked for a fiscal estimate, so we should have a little time to figure out what the options really are.

***Lynne Judd***

608-266-7079

-----Original Message-----

**From:** Frazier, Carson  
**Sent:** Friday, September 21, 2007 2:38 PM  
**To:** Judd, Lynne  
**Cc:** Biermeier, Anna; Rondou, Mary; Bernander, Paul; Frazier, Carson; Fernan, Patrick  
**Subject:** Special license plates  
**Importance:** High

**Lynne, we would like to send this note -- from you -- to Frank, Ruben, and Chris; and to Casey, Paul Nilsen and Bob Jambois, and David Collins and Ben Mendez.**

**We also would like to have a meeting scheduled in the SO. We think this issue needs to be discussed at your and Anna level.**

**We would like State Patrol to be aware of the larger implications of the issue of standard look special plate -- not just the immediate small issue of Rep Musser's bill they reacted to the other day.**

**Thanks.**

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This note is background for an issue that DMV would like to discuss with the Secretary's Office, OPBF, State Patrol, and OGC. The issue has arisen because of Rep Musser's LRB-3104/1 which would require DOT to return to the old plate look for Military Group plates and exempts Military Group plates from the 10-year redesign/reissuance cycle. We are asking your direction and guidance of the administration on this issue.

DMV has been using the standard plate look template (white background, black plate numbers, "Wisconsin" in red on the top, group name on the bottom, and logo on the left), in agreement with the law enforcement community, expressed to us through our law enforcement advisory committee in the 1990's. We'd asked State Patrol to look at Rep Musser's bill with this in mind, and in discussion at the DOT legislative meeting 9/19 State Patrol indicates that law enforcement prefers the standard plate look, but not enough to oppose Rep Musser's bill.

As you know, we have received some complaints from not only Military Group plate holders but also Fire Fighter plate holders, regarding the standard plate look for special plates. You may also remember our lengthy discussions with the Golf and Womens Health Foundation groups regarding the standard plate look.

In addition, it is worth noting that we have this year reissued -- in the standard template -- over 9,000 of the total 18,000 Military Group plates; and 11,900 of 41,900 Emergency Medical Technician, Firefighter, Rescue Squad member, University, Endangered Resources, and Wisconsin National Guard plates.

Therefore, we think that DOT needs to consider Rep Musser's bill in the context that, if it is enacted, then there is no justification for continuing one standard plate look for special plates, and that DOT will be asked to change the look of special plates already approved and also to approve new plates with individualized looks. Thus, the issue is broad and also has a fiscal impact -- in effect, it's like a biennial budget or budget adjustment bill issue. Not the least concern would be a significant cost to DMV to immediately reissue large numbers of special plates which we are in the process of reissuing right now.

You may be aware that DMV has recently issued a Request for Information (RFI) to obtain information from vendors on potential license plate production process improvements and cost savings. DMV will receive RFI responses October 26, 2007. DMV has told vendors that a result may be an RFP or bid for purchase of new production systems. If that occurs, and if it were to require major fiscal changes for DMV, then DMV and the DOT Executive Office would want to evaluate it carefully. It would likely become a Biennial Budget issue for the 2009-11 Biennial Budget, which DOT will be developing during summer 2008 for submission to DOA in September 2008.

On the other hand, we realize that constituent and legislator discontent is immediate, and it's in the foreground right now because we are currently re-issuing special license plates. It is possible that legislators may not be persuaded to wait for the next biennial budget. In that case, DMV recommends legislation to address whether there is a standard look template for all special plates, not just exempting Military Group plates or any other individual category from a standard look

template. This would need to be a stand-alone bill or part of a budget adjustment bill if there is such a thing.

Finally, if we deal with the larger issue in a more comprehensive way, we'll need to tell Rep Musser, the Transportation Committees, and the Legislature in general how we plan to approach the issue, and ask them to hold off on changes and individual bills -- such as Rep Musser's LRB-3104/1. DMV would like your direction on how to handle this contact.



Good Morning

My name is Bill Backes I am a Past State Commander of the Veterans of Foreign Wars Dept of WI 2004-05.

Thank you for holding this hearing.

I just want to let you know I took off of work to be here today. I work at the VA Hospital in Milwaukee so I see a lot of veterans Daily and they are telling me the same thing all the time "I do not like the new Plates".

I am a very strong supporter of returning our Veterans Plates back to the Red, White, & Blue Plates they were.

I was told by Mr. Reggie Paradowski from the DOT that The decision to change to a plain white background for military plates was done to comply with a request from law enforcement for DMV to standardize special plate backgrounds so that officers can more easily identify that a vehicle is displaying a Wisconsin issued license plate.

I have done some checking with the law enforcement people I know and they just laugh, saying they know nothing about this. I also had some article in our State newspaper on this issue and my phone rang off the hook with veterans upset about the change. All but one of the calls wanted to know Why and wanted the Red, White, & Blue ones back! I told them to contact their State Representative & Senator.

Again thank you Rep Musser for taking the lead on this issue

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for a systematic approach to data collection and the importance of using reliable sources of information.

3. The third part of the document describes the process of identifying and measuring the key performance indicators (KPIs) that are most relevant to the organization's goals. It stresses the importance of setting clear, measurable targets and regularly monitoring progress.

4. The fourth part of the document discusses the challenges and limitations of data analysis. It acknowledges that while data can provide valuable insights, it is not always easy to interpret and can be subject to various biases and errors.

5. The fifth part of the document provides a summary of the key findings and conclusions of the study. It reiterates the importance of data-driven decision-making and the need for ongoing monitoring and evaluation of the organization's performance.

6. The sixth part of the document offers recommendations for future research and practice. It suggests that further exploration of the relationship between data and organizational performance is needed, particularly in the context of emerging technologies and business environments.

7. The seventh part of the document discusses the implications of the findings for the organization's strategy and operations. It suggests that the insights gained from the study can be used to inform decision-making and to develop more effective strategies for achieving the organization's goals.

8. The eighth part of the document provides a final summary of the key points and a conclusion. It emphasizes the importance of data in understanding and improving organizational performance and the need for a data-driven approach to management.

9. The ninth part of the document discusses the limitations of the study and the need for further research. It acknowledges that the findings are based on a specific sample and context and may not be generalizable to all organizations.

10. The tenth part of the document provides a final summary of the key points and a conclusion. It reiterates the importance of data in understanding and improving organizational performance and the need for a data-driven approach to management.


These new plates are not special plates they are generic Wisconsin plates with stickers on them. One can not tell if you are a veteran until you are right on top of the bumper of the car. When I first received these Veterans plates, I felt honored I was letting everyone know I was a Proud Veteran! Now no one knows unless they tailgate you!

Because My Plates were personalized Plates I have received my registration in the mail with a note that my new plates would follow in a few weeks I have not received them as of yet and after seeing the new ones I hope they never come. I want the Red, White, & Blue ones.

This was a mistake I know it will cost money to fix  
BUT IT IS THE RIGHT THING TO DO

Again thank you for your Time  
Do you have any Questions that I might be able to answer?

William "Bill" Backes

A handwritten signature in black ink that reads "Bill Backes". The signature is stylized with a cursive script.

VFW Past State Cmdr 2004-05  
Dept. of WI

